MANCHESTER
CITY COUNCIL

Sure Start Conference
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Adapting to Change

Facing financially challenging times:

ensuring an economically viable future

Councillor Afzal Khan CBE
Executive Member for Children's Services

Ensuring children get a good start in life

- Importance of good start in life - 40% children in Greater Manchester
  (16,000 children) are assessed each year as not being ready for school;

- Too many children are left having to ‘catch up’ and/or are at risk of never catching up

- Cost to us all of failure is considerable; education, health, benefits, justice system;

- Securing an economically viable future means reducing worklessness and dependency and ensuring young people leave education with the skills to access future jobs - this starts in the early years.

Manchester's Vision

The Council's vision for education and skills is based on:

- Transforming educational outcomes for children and young people to enable them to achieve economic independence;
- Significantly reducing the number of 'troubled' families;
- Ensuring neighbourhoods of choice where families choose to live, stay and send their children to school.

Achieving this vision in financially challenging times

In order to connect children to the future opportunities available in the City, including ensuring more residents are economically resilient we needed to rethink how services are delivered by:

- Delivering the new Sure Start Core Purpose;
- Working with health to develop an agreed new delivery model;
- Ensuring a range of good quality and affordable child care available locally;
- Making effective use of Early Years Free Entitlement for 3 and 4 year olds;
- Developing Early Years hubs in localities: Children's Centres, child minders, PVI providers, schools etc.

Principles of the new delivery model - prevention and early intervention

- Whole child and whole family approach;
- Developing an integrated approach across health (health visitors), local authority (early years services), day care providers and schools;
- Integrated assessment around key child development milestones, need and risk factors identified early and evidenced based interventions used;
- Support parents to develop skills for work and parenting.
- Use of outcomes framework to assess impact of strategies and inform future commissioning decisions.

Investment Model for the Future

- Working across Greater Manchester to develop models of investment - Public Sector Reform;
- Case for investment in the Early Years and for doing some things differently is strong ;
- In a context where there are considerable financial challenges we need to be brave, think outside the box and do things differently.

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